

Smith Travel Report – September 2009

Figures represent the percent change as compared to September 2008. Year to Date (YTD)
represents the change as compared to the first 9 months of 2008.

Statewide

Occupancy:	(-)8.8%	YTD: (-)3.2%
Supply:	+1.4%	YTD: +0.5%
Demand:	(-)7.5%	YTD: (-)2.8%
RevPar:	(-)24.4%	YTD: (-)7.8%

Western Lakes & Rivers Region:

Occupancy:	(-)3.3%	YTD: +8.9%
Supply:	+0.4%	YTD: (-)5.9%
Demand:	(-)3.0%	YTD: +2.5%
RevPar:	(-)2.0%	YTD: +11.2%

Bluegrass, Blues and Barbecue Region:

Occupancy:	(-)10.7%	YTD: +9.0%
Supply:	+4.4%	YTD: (-)8.1%
Demand:	(-)6.8%	YTD: +0.2%
RevPar:	(-)12.5%	YTD: +10.1%

Cave Region:

Occupancy:	+4.0%	YTD: (-)3.1%
Supply:	(-)0.7%	YTD: (-)0.1%
Demand:	+3.2%	YTD: (-)3.1%
RevPar:	+8.8%	YTD: (-)6.1%

Derby Region:

Occupancy:	(-)17.6%	YTD: (-)5.1%
Supply:	0.0%	YTD: +1.7%
Demand:	(-)17.6%	YTD: (-)3.4%
RevPar:	(-)42.3%	YTD: (-)12.6%

Southern Lakes Region:

Occupancy:	+2.1%	YTD: (-)8.5%
Supply:	+4.1%	YTD: +3.6%
Demand:	+6.3%	YTD: (-)5.2%
RevPar:	+1.8%	YTD: (-)7.5%

Northern Kentucky Region:

Occupancy:	(-)13.3%	YTD: (-)11.5%
Supply:	+5.1%	YTD: +3.9%
Demand:	(-)8.9%	YTD: (-)8.0%
RevPar:	(-)20.3%	YTD: (-)16.1%

Bluegrass Region:

Occupancy:	(-)4.0%	YTD: (-)3.6%
Supply:	+4.1%	YTD: +2.8%
Demand:	(-)0.1%	YTD: (-)1.0%
RevPar:	(-)16.9%	YTD: (-)8.4%

Kentucky's Appalachian Region:

Occupancy:	(-)2.3%	YTD: +0.8%
Supply:	(-)4.2%	YTD: (-)5.3%
Demand:	(-)6.5%	YTD: (-)4.6%
RevPar:	(-)0.06%	YTD: +4.4%

Daniel Boone Country:

Occupancy:	+8.0%	YTD: +1.8%
Supply:	(-)1.0%	YTD: (-)1.0%
Demand:	+6.9%	YTD: +0.7%
RevPar:	+5.3%	YTD: +1.4%